

To: HOLY COW RESTUARANT INC(ipr.holycow@gmail.com)
Subject: U.S. Trademark Application Serial No. 98006584 - HOLY HALAL COW
Sent: February 20, 2024 06:05:09 PM EST
Sent As: tmng.notices@uspto.gov

Attachments

[2216797](#)
[3141729](#)
[Merriam-Webster - holy cow.jpg](#)
[7237544](#)
[7300150](#)
[6118411](#)
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[American Heritage - cow.jpg](#)
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[Merriam-Webster - cow.jpg](#)
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[Shepherds Touch Farm - halal cow.jpg](#)

United States Patent and Trademark Office (USPTO)
Office Action (Official Letter) About Applicant's Trademark Application

U.S. Application Serial No. 98006584

Mark: HOLY HALAL COW

Correspondence Address:
HOLY COW RESTUARANT INC
15 W 29TH ST
NEW YORK NY 10001
UNITED STATES

Applicant: HOLY COW RESTUARANT INC

Reference/Docket No. N/A

Correspondence Email Address: ipr.holycow@gmail.com

NONFINAL OFFICE ACTION

Response deadline. File a response to this nonfinal Office action within three months of the “Issue date” below to avoid [abandonment](#) of the application. Review the Office action and respond using one of the links to the appropriate electronic forms in the “How to respond” section below.

Request an extension. For a fee, applicant may [request one three-month extension](#) of the response deadline prior to filing a response. The request must be filed within three months of the “Issue date” below. If the extension request is granted, the USPTO must receive applicant’s response to this letter within six months of the “Issue date” to avoid abandonment of the application.

Issue date: February 20, 2024

Introduction

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Summary of Issues

- Section 2(d) - Likelihood of Confusion Refusals
- Specimen Refusal
- Disclaimer of Descriptive Wording Required
- Advisory regarding Hiring a Trademark Attorney

Section 2(d) - Likelihood of Confusion Refusals

Registration of the applied-for mark is refused because of a likelihood of confusion with the marks in U.S. Registration Nos. 2216797 and 3141729. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the attached registrations.

Trademark Act Section 2(d) bars registration of an applied-for mark that is so similar to a registered mark that it is likely consumers would be confused, mistaken, or deceived as to the commercial source of the goods and/or services of the parties. *See* 15 U.S.C. §1052(d). Likelihood of confusion is determined on a case-by-case basis by applying the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973) (called the “*du Pont* factors”). *In re i.am.symbolic, llc*, 866 F.3d 1315, 1322, 123 USPQ2d 1744, 1747 (Fed. Cir. 2017). Any evidence of record related to those factors need be considered; however, “not all of the *DuPont* factors are relevant or of similar weight in every case.” *In re Guild Mortg. Co.*, 912 F.3d 1376, 1379, 129 USPQ2d 1160, 1162 (Fed. Cir. 2019) (quoting *In re Dixie Rests., Inc.*, 105 F.3d 1405, 1406, 41 USPQ2d 1531, 1533 (Fed. Cir. 1997)).

Although not all *du Pont* factors may be relevant, there are generally two key considerations in any likelihood of confusion analysis: (1) the similarities between the compared marks and (2) the relatedness of the compared goods and/or services. *See In re i.am.symbolic, llc*, 866 F.3d at 1322, 123 USPQ2d at 1747 (quoting *Herbko Int’l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002)); *Federated Foods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1098, 1103, 192 USPQ 24, 29 (C.C.P.A. 1976) (“The fundamental inquiry mandated by [Section] 2(d) goes to the cumulative effect of differences in the essential characteristics of the goods [or services] and differences in the marks.”); TMEP §1207.01.

Applicant has applied to register the mark HOLY HALAL COW in standard characters for “Restaurant and catering services” in International Class 43.

Registrant’s mark is HOLY COW! in standard characters for “bar and restaurant services” in International Class 43.

Registrant’s mark is HOLY COW! in standard characters for “Restaurant and bar services” in International Class 43.

The above marks are owned by the same registrant.

Similarity of the Marks

Marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014) (quoting *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1371, 73 USPQ2d 1689, 1691 (Fed. Cir. 2005)); TMEP §1207.01(b)-(b)(v). “Similarity in any one of these elements may be sufficient to find the marks confusingly similar.” *In re Inn at St. John’s, LLC*, 126 USPQ2d 1742, 1746 (TTAB 2018) (citing *In re Davia*, 110 USPQ2d 1810, 1812 (TTAB 2014)), *aff’d per curiam*, 777 F. App’x 516, 2019 BL 343921 (Fed. Cir. 2019); TMEP §1207.01(b).

Here, applicant’s mark, HOLY HALAL COW, in standard characters, is confusingly similar to the registered marks, HOLY COW!, in standard characters, because the marks are similar in appearance and commercial impression.

Marks may be confusingly similar in appearance where similar terms or phrases or similar parts of terms or phrases appear in the compared marks and create a similar overall commercial impression. *See Crocker Nat’l Bank v. Canadian Imperial Bank of Commerce*, 228 USPQ 689, 690-91 (TTAB 1986), *aff’d sub nom. Canadian Imperial Bank of Commerce v. Wells Fargo Bank, Nat’l Ass’n*, 811 F.2d 1490, 1495, 1 USPQ2d 1813, 1817 (Fed. Cir. 1987) (holding COMMCASH and COMMUNICASH confusingly similar); *In re Corning Glass Works*, 229 USPQ 65, 66 (TTAB 1985) (holding CONFIRM and CONFIRMCELLS confusingly similar); *In re Pellerin Milnor Corp.*, 221 USPQ 558, 560 (TTAB 1983) (holding MILTRON and MILLTRONICS confusingly similar); TMEP §1207.01(b)(ii)-(iii).

Here, the applied-for HOLY HALAL COW and registered HOLY COW! share the identical wording “HOLY” and “COW”, giving the marks a similar appearance. Although applicant inserts the term “HALAL” in the middle of “HOLY” and “COW”, this wording merely narrows the impression of the type of holy “COW” of registered mark to that of an Islamic one, and is descriptive for the type of food provided at applicant’s restaurant. Thus, this wording does not significantly alter the impression from that of registrant’s HOLY COW!, an interjection phrase that indicates surprise. *See* attached evidence from *Merriam-Webster*. The marks thus create a similar impression of an interjection of surprise.

Additionally, punctuation is generally not sufficient to alter the connotation and overall commercial impression of otherwise confusingly similar marks and, as such, is not sufficient to distinguish marks. *See, e.g., In re St. Helena Hosp.*, 774 F.3d 747, 750-51, 113 USPQ2d 1082, 1084-85 (Fed. Cir. 2014) (finding punctuation in registrant’s mark, TAKE 10!, did not alter the pronunciation or distinguish it in any significant way from applicant’s mark, TAKETEN); *Mini Melts, Inc. v. Reckitt Benckiser LLC*, 118

USPQ2d 1464, 1470 (TTAB 2016) (finding “the hyphen in [a]pplicant’s mark MINI-MELTS [did] not distinguish it from [o]pposer’s mark [MINI MELTS]”); *Mag Instrument Inc. v. Brinkmann Corp.*, 96 USPQ2d 1701, 1712 (TTAB 2010) (citing *Goodyear Tire & Rubber Co. v. Dayco Corp.*, 201 USPQ 485, 488 n.1 (TTAB 1978)) (finding hyphen did not distinguish opposer’s mark, MAG-NUM STAR, from applicant’s mark, MAGNUM MAXFIRE).

In the present case, registrant’s exclamation point in HOLY COW! is not significant in forming the commercial impression of the mark, and thus the applied-for mark’s lack of this punctuation is not a distinguishing factor.

Finally, where the goods and/or services of an applicant and registrant are “similar in kind and/or closely related,” the degree of similarity between the marks required to support a finding of likelihood of confusion is not as great as in the case of diverse goods and/or services. *In re J.M. Originals Inc.*, 6 USPQ2d 1393, 1394 (TTAB 1987); *see Shen Mfg. Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 1242, 73 USPQ2d 1350, 1354 (Fed. Cir. 2004); TMEP §1207.01(b).

Here, applicant’s “Restaurant and catering services” are closely related to registrant’s “Restaurant and bar services,” and “bar and restaurant services,” and thus the degree of similarity between the marks required to support finding a likelihood of confusion is not as great. *See* discussion below.

Because the marks look similar and create a similar commercial impression, the marks are considered similar for likelihood of confusion purposes.

Relatedness of the Services

The goods and/or services are compared to determine whether they are similar, commercially related, or travel in the same trade channels. *See Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369-71, 101 USPQ2d 1713, 1722-23 (Fed. Cir. 2012); *Herbko Int’l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1165, 64 USPQ2d 1375, 1381 (Fed. Cir. 2002); TMEP §§1207.01, 1207.01(a)(vi).

The compared goods and/or services need not be identical or even competitive to find a likelihood of confusion. *See On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); *Recot, Inc. v. Becton*, 214 F.3d 1322, 1329, 54 USPQ2d 1894, 1898 (Fed. Cir. 2000); TMEP §1207.01(a)(i). They need only be “related in some manner and/or if the circumstances surrounding their marketing are such that they could give rise to the mistaken belief that [the goods and/or services] emanate from the same source.” *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369, 101 USPQ2d 1713, 1722 (Fed. Cir. 2012) (quoting *7-Eleven Inc. v. Wechsler*, 83 USPQ2d 1715, 1724 (TTAB 2007)); TMEP §1207.01(a)(i); *see Made in Nature, LLC v. Pharmavite LLC*, 2022 USPQ2d 557, at *44 (TTAB 2022) (quoting *In re Jump Designs LLC*, 80 USPQ2d 1370, 1374 (TTAB 2006)).

Here, applicant’s services, “Restaurant and catering services,” are closely related to registrant’s services, “bar and restaurant services,” and “Restaurant and bar services.”

The trademark examining attorney has attached evidence from the USPTO’s XSearch database consisting of a number of third-party marks registered for use in connection with the same or similar services as those of both applicant and registrant in this case. This evidence shows that the goods and/or services listed therein, namely restaurant and café services, restaurant and catering services, and restaurant and bar services, are of a kind that may emanate from a single source under a single mark.

See In re I-Coat Co., 126 USPQ2d 1730, 1737 (TTAB 2018) (citing *In re Infinity Broad. Corp.*, 60 USPQ2d 1214, 1217-18 (TTAB 2001); *In re Albert Trostel & Sons Co.*, 29 USPQ2d 1783, 1785-86 (TTAB 1993); *In re Mucky Duck Mustard Co.*, 6 USPQ2d 1467, 1470 n.6 (TTAB 1988)); TMEP §1207.01(d)(iii).

Accordingly, the services are considered related for purposes of the likelihood of confusion analysis.

Conclusion

Because the marks are similar and the services are related, there is a likelihood of confusion as to the source of applicant's services, and registration is refused pursuant to Section 2(d) of the Trademark Act.

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration. However, if applicant responds to the refusal(s), applicant must also respond to the requirement(s) set forth below.

Specimen Refusal

Digitally created or altered image or mockup is not an acceptable specimen. Registration is refused because the specimen appears to consist of a digitally created or altered image or a mockup of a depiction of the mark on business signage and a digital version of a menu and does not show the applied-for mark as actually used in commerce in International Class 43. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a), (c); TMEP §§904.04(a)(iii), 904.07(a), 1301.04(a), (g)(i).

An application based on Trademark Act Section 1(a) must include a specimen showing the applied-for mark as actually used in commerce for each international class of services identified in the application or amendment to allege use. 15 U.S.C. §1051(a)(1); 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a); 1301.01 *et seq.* "Use in commerce" means (1) a bona fide use of the applied-for mark in the ordinary course of trade (and not merely to reserve a right in the mark), (2) the mark is used in the sale, advertising, or rendering of the services, and (3) the services are actually rendered in commerce. *See* 15 U.S.C. §1127.

An image of business signage, such as on a storefront or delivery van, or a webpage that has been digitally created or altered to include the mark, or a mockup of how the mark may be displayed, is not a proper specimen for services because it does not show actual use of the mark in commerce. *See* TMEP §§904.04(a)(i), 1301.04(a). Similarly, a website showing the mark for the services that applicant is not currently engaged in selling, advertising, or rendering is not a proper specimen. *See* 15 U.S.C. §1127; 37 C.F.R. §2.56(c); TMEP §§904.07(a), 1301.04(g)(i).

In this case, the menu specimen appears to be a digital file, or screenshot of a webpage without a URL and date, and the business signage shows signs of the wording "HOLY HALAL COW" being digitally inserted onto an image. The wording "HOLY HALAL COW", unlike the cow head image to the left, does not conform to the awning and appears to be perfectly white over what should be a shadowed spot, indicating that this wording was inserted into a preexisting picture. Further, this image is identical in every way, including shadows, except for the wording "HOLY HALAL COW" to the specimen used in applicant's other pending application for HOLY BURGERS COW. Therefore, the specimen does not

show actual use of the mark in commerce.

Response options. Applicant may respond to the specimen refusal by satisfying **one** of the following options for each applicable international class:

(1) **Submit a different specimen** (a verified “[substitute](#)” specimen) that (a) was in actual use in commerce at least as early as the filing date of the application or prior to the filing of an amendment to allege use and (b) shows the mark in actual use in commerce for the services identified in the application or amendment to allege use. A “verified substitute specimen” is a specimen that is accompanied by the following statement made in a signed affidavit or supported by a declaration under 37 C.F.R. §2.20: “The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application or prior to the filing of the amendment to allege use.” The substitute specimen cannot be accepted without this statement. For instructions on how to submit a different specimen using the online Trademark Electronic Application System (TEAS) form, see the [Specimen webpage](#).

Applicants submitting a webpage as a specimen for services must include the URL and the date the page was accessed or printed either directly on the specimen itself or in a separate statement, supported by an affidavit or declaration under 37 C.F.R. §2.20 verifying such information. *See* 37 C.F.R. §2.56(c); TMEP §§904.03(i), 1301.04(a).

(2) **Amend the filing basis** to [intent to use under Section 1\(b\)](#) (which includes withdrawing an amendment to allege use, if one was filed), as no specimen is required before publication. This option will later necessitate additional fee(s) and filing requirements, including a specimen.

If applicant submits an acceptable verified substitute specimen or amends to Section 1(b), the requirement below for additional information/documentation about the original specimen will be withdrawn. The requirement below as to the original specimen will be made final if applicant submits a substitute specimen that is not acceptable or does not amend to Section 1(b), and does not also respond completely to the requirement below.

Additional information/documentation about original specimen(s) required. To permit proper examination of the application record for compliance with use in commerce requirements, applicant must respond to the following requirement for information and documentation about the specimen(s). *See* 37 C.F.R. §2.61(b); TMEP §§814, 904.04(a)(iii). A specimen must show the mark as actually used in commerce, which means use in the ordinary course of trade, and not merely to reserve a right in the trademark. 15 U.S.C. §§1051, 1052, 1127. Because the specimen of record appears to be digitally created or altered, or is a mockup, further information is necessary to determine whether the specimen is in actual use in commerce.

Answer for each specimen/photograph/image previously provided. For any website source, applicant must provide (1) an image of the webpage, (2) the date it was accessed or printed, and (3) the complete URL address. *In re ADCO Indus.-Techs., L.P.*, 2020 USPQ2d 53786, at *2 (TTAB 2020) (citing *In re I-Coat Co.*, 126 USPQ2d 1730, 1733 (TTAB 2018)); TMEP §710.01(b). Providing only a website address or hyperlink to the webpage is not sufficient to make the materials of record. *In re ADCO Indus.-Techs., L.P.*, 2020 USPQ2d 53786, at *2 (citing *In re Olin Corp.*, 124 USPQ2d 1327, 1331 n.15 (TTAB 2017); *In re HSB Solomon Assocs., LLC*, 102 USPQ2d 1269, 1274 (TTAB 2012);

TBMP §1208.03); TMEP §814.

(1) Identify the particular service(s) listed in the application for which the specimen(s) was submitted to show use of the mark.

(2) Explain whether the specimen was created for submission with this application. If so, specify the date each specimen was created. If applicant obtained the content of the webpage or image(s) of the mark in connection with the services shown in the specimen(s) from a third-party website, provide the URL of the website and a digital copy of relevant webpage(s) for each image.

(3) Provide information about how applicant advertises the services and representative examples from online or print sources showing how the mark appears in applicant's advertising of the services. Provide the name of the online or print source and a complete copy of the webpage(s) or print page(s) showing the services advertised for sale. For each source, specify when the services were first advertised for sale and if the services are still advertised for sale in that environment.

(4) For the services identified in response to question (1), specify the date the services were first rendered or provided to or within the United States, and provide documentation that shows payment or other consideration made for the services, redacting personal or private information of buyers as necessary.

Applicant has a duty to respond directly and completely to this requirement for information. *See In re Ocean Tech., Inc.*, 2019 USPQ2d 450686, at *2 (TTAB 2019) (citing *In re AOP LLC*, 107 USPQ2d 1644, 1651 (TTAB 2013)); TMEP §814. Failure to comply with a requirement for information is an independent ground for refusing registration. *In re SICPA Holding SA*, 2021 USPQ2d 613, at *6 (TTAB 2021) (citing *In re Cheezwhse.com, Inc.*, 85 USPQ2d 1917, 1919 (TTAB 2008); *In re DTI P'ship LLP*, 67 USPQ2d 1699, 1701-02 (TTAB 2003); TMEP §814).

Disclaimer of Descriptive Wording Required

Applicant must disclaim the wording "HALAL COW" because it is merely descriptive of an ingredient, quality, characteristic, function, feature, purpose, or use of applicant's goods and/or services. *See* 15 U.S.C. §§1052(e)(1), 1056(a); *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1251, 103 USPQ2d 1753, 1755 (Fed. Cir. 2012); TMEP §§1213, 1213.03(a).

The attached evidence from *American Heritage*, *Merriam-Webster*, and *Shepherd's Touch Farm* shows the wording "HALAL" means something permitted by Islamic law, "COW" is a domestic bovine, and that third parties use this language to describe bovine meat permitted by Islamic law. Thus, the wording merely describes applicant's services because applicant provides restaurant services serving the meat of cows that is permitted in Islamic law.

Applicant may respond to this issue by submitting a disclaimer in the following format:

No claim is made to the exclusive right to use "HALAL COW" apart from the mark as shown.

For an overview of disclaimers and instructions on how to provide one using the Trademark Electronic

Application System (TEAS), see the [Disclaimer webpage](#).

Response Guidelines

For this application to proceed, applicant must explicitly address each refusal and/or requirement in this Office action. For a refusal, applicant may provide written arguments and evidence against the refusal, and may have other response options if specified above. For a requirement, applicant should set forth the changes or statements. Please see “[Responding to Office Actions](#)” and the informational [video “Response to Office Action”](#) for more information and tips on responding.

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal(s) and/or requirement(s) in this Office action. *See* TMEP §§705.02, 709.06.

The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

Advisory regarding Hiring a Trademark Attorney

Because of the legal technicalities and strict deadlines of the trademark application process, applicant is encouraged to hire a private attorney who specializes in trademark matters to assist in this process. The assigned trademark examining attorney can provide only limited assistance explaining the content of an Office action and the application process. USPTO staff cannot provide legal advice or statements about an applicant’s legal rights. TMEP §§705.02, 709.06. See [Hiring a U.S.-licensed trademark attorney](#) for more information.

How to respond. File a [response form to this nonfinal Office action](#) or file a [request form for an extension of time to file a response](#).

/Mackenzie Olson/
Mackenzie Olson
Trademark Examining Attorney
Law Office 112
(571) 270-1281
Mackenzie.Olson@uspto.gov

RESPONSE GUIDANCE

- **Missing the deadline for responding to this letter will cause the application to [abandon](#).** A response or extension request must be received by the USPTO before 11:59 p.m. **Eastern Time** of the last day of the response deadline. Trademark Electronic Application System (TEAS) [system availability](#) could affect an applicant’s ability to timely respond. For help resolving technical issues with TEAS, email TEAS@uspto.gov.

- **Responses signed by an unauthorized party** are not accepted and can **cause the application to abandon**. If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with legal authority to bind a juristic applicant. If applicant has an attorney, the response must be signed by the attorney.
- If needed, **find contact information for the supervisor** of the office or unit listed in the signature block.

2216797

HOLY COW!

Word Mark	HOLY COW!
Goods/Services	IC 042 US 100 101 bar and restaurant services.
Register	PRINCIPAL
Serial Number	74635012
Filing Date	1995-02-09T00:00:00
Original Filing Basis	1a
Current Filing Basis	1a
Publication Date	1997-09-16
Registration Number	2216797
Date Registered	1999-01-12
Owner	(REGISTRANT) Harry Caray, Ltd. (CORPORATION; ILLINOIS, USA); 130 E. Randolph St., Ste. 3900, Chicago, ILLINOIS 60601, UNITED STATES
Type of Mark	SERVICE MARK
Mark Drawing Code	(1) TYPED DRAWING
Other Data	Registration is limited to the area consisting of the states of Alabama, Arkansas, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Nebraska, New Hampshire, New Jersey, New York, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Vermont, Virginia, West Virginia, and Wisconsin. Concurrent use proceeding No. 1086 with Serial No. 74/350,870.
Live Dead Indicator	LIVE

Status

REGISTERED AND RENEWED

Attorney of Record

Charles T. Riggs Jr.

Print: February 20, 2024 5:11 PM

3141729

HOLY COW!

Word Mark	HOLY COW!
Goods/Services	IC 043 US 100 101 Restaurant and bar services.
Register	PRINCIPAL
Serial Number	78717553
Filing Date	2005-09-21T00:00:00
Original Filing Basis	1a
Current Filing Basis	1a
Publication Date	2006-06-20
Registration Number	3141729
Date Registered	2006-09-12
Owner	(REGISTRANT) Harry Caray, Ltd. (CORPORATION; ILLINOIS, USA); 17th Floor, 333 West Wacker Drive, Chicago, ILLINOIS 60606, UNITED STATES
Type of Mark	SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Live Dead Indicator	LIVE
Status	REGISTERED AND RENEWED
Attorney of Record	Charles T. Riggs Jr.

Print: February 20, 2024 3:39 PM

The screenshot shows the Merriam-Webster dictionary page for the term "holy cow". On the left, there is a large dark blue rectangular area. The main content area on the right includes a section titled "Dictionary Entries Near *holy cow*" which lists "Holy Communion", "**holy cow**", and "Holy Cross Day". Below this list is a button that says "See More Nearby Entries >". Another section titled "Cite this Entry" features a "Style" dropdown menu currently set to "MLA". At the bottom of the page, a status bar displays the text "Waiting for stats.g.doubleclick.net...", the time "4:49:04 PM 2/20/2024", and the URL "https://www.merriam-webster.com/dictionary/holy%20cow".

Dictionary Entries Near *holy cow*

Holy Communion
holy cow
Holy Cross Day

See More Nearby Entries >

Cite this Entry

Style MLA v

Waiting for stats.g.doubleclick.net... "cow." Merriam-Webster.com Dictionary, Merriam-Webster, <https://www.merriam-webster.com/dictionary/holy%20cow>. Accessed 20 Feb. 2024.

4:49:04 PM 2/20/2024

<https://www.merriam-webster.com/dictionary/holy%20cow>

7237544

Bagel Nation

Word Mark	BAGEL NATION
Goods/Services	IC 043 US 100 101 Restaurant services; Restaurant services featuring sandwiches; Restaurant services, namely, providing of food and beverages for consumption on and off the premises; Restaurant and bar services, including restaurant carryout services; Restaurant and café services; Restaurant and catering services; Delicatessen services; Mobile restaurant services; Take-away restaurant services.
Register	PRINCIPAL
Serial Number	97283140
Filing Date	2022-02-24T00:00:00
Original Filing Basis	1b
Current Filing Basis	1a
Publication Date	2023-01-24
Registration Number	7237544
Date Registered	2023-12-05
Owner	(REGISTRANT) Rick K. Khosla (INDIVIDUAL; USA); 25189 Blackstone Ct., Chantilly, VIRGINIA 20152, UNITED STATES
Type of Mark	SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Disclaimer	"BAGEL"
Live Dead Indicator	LIVE
Status	REGISTERED

Attorney of Record

Jerome M. Kaplan

Print: February 20, 2024 5:03 PM

7300150



Word Mark	BIG TACO
Goods/Services	IC 043 US 100 101 Restaurant services, including sit-down service of food and take-out restaurant services; Restaurant and bar services, including restaurant carryout services; Restaurant and café services; Restaurant and catering services; Take-out restaurant services.
Register	PRINCIPAL
Serial Number	97048924
Filing Date	2021-09-28T00:00:00
Original Filing Basis	1b
Current Filing Basis	1a
Publication Date	2022-09-27
Registration Number	7300150
Date Registered	2024-02-06
Owner	(REGISTRANT) Big Taco, LLC (LIMITED LIABILITY COMPANY; FLORIDA, USA); 731 Via Lambardy Avenue, Winter Park, FLORIDA 32789, UNITED STATES
Type of Mark	SERVICE MARK
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Code	080125
Description of Mark	The mark consists of a stylized design of a taco with the words "BIG TACO" on the side of the shell.
Disclaimer	"BIG TACO"

Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Debra Hill

Print: February 20, 2024 5:03 PM

6118411

Basta Pasta

Word Mark	BASTA PASTA
Goods/Services	IC 043 US 100 101 Restaurant; Restaurant and bar services; Restaurant and bar services, including restaurant carryout services; Restaurant and café services; Restaurant and catering services; Restaurant services; Restaurant services featuring Italian food and seafood; Restaurant services, including sit-down service of food and take-out restaurant services; Restaurant services, namely, providing of food and beverages for consumption on and off the premises; Restaurant, bar and catering services; Bar and restaurant services; Café and restaurant services; Provision of food and drink in restaurants; Take-out restaurant services.
Register	PRINCIPAL
Serial Number	88767343
Filing Date	2020-01-21T00:00:00
Original Filing Basis	1a
Current Filing Basis	1a
Publication Date	2020-05-19
Registration Number	6118411
Date Registered	2020-08-04
Owner	(REGISTRANT) SPOA, LLC (LIMITED LIABILITY COMPANY; MARYLAND, USA); 2745 Fallston Road, Fallston, MARYLAND 21047, UNITED STATES
Type of Mark	SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Translation	The English translation of "BASTA" in the mark is "ENOUGH".

Disclaimer	"PASTA"
Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Kimberly Bohle

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6180965



Word Mark	BK LOBSTER
Goods/Services	<p>IC 043 US 100 101</p> <p>Restaurant; Restaurant and bar information services; Restaurant and bar services; Restaurant and café services; Restaurant information services; Restaurant reservation services; Restaurant services; Restaurant services, namely, providing of food and beverages for consumption on and off the premises; Restaurant, bar and catering services; Bar and restaurant services; Cafeteria and restaurant services; Café and restaurant services; Consulting in the field of restaurant menu development; Fast-food restaurant services; Hotel and restaurant services; Hotel, restaurant and bar services; Hotel, restaurant and catering services; Hotel, bar and restaurant services; Mobile restaurant services; Pop-up restaurant services; Self-service restaurant services; Udon and soba restaurant services.</p>
Register	PRINCIPAL
Serial Number	88381014
Filing Date	2019-04-11T00:00:00
Original Filing Basis	1b
Current Filing Basis	1a
Publication Date	2019-10-15
Registration Number	6180965
Date Registered	2020-10-20
Owner	(REGISTRANT) BK Lobster, Inc. (CORPORATION; NEW YORK, USA); 23-25 New Lots Avenue #6-H, Brooklyn, NEW YORK 11212, UNITED STATES
Type of Mark	SERVICE MARK
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Exhibit 13

Design Code	031909, 031923, 260102
Description of Mark	<ul style="list-style-type: none">• Color is not claimed as a feature of the mark.• The mark consists of the underlined words, "BK Lobster" and a picture of a lobster in a circle.
Disclaimer	"BK LOBSTER"
Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Keith White

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5872542

Bajeko Sekuwa

Word Mark	BAJEKO SEKUWA
Goods/Services	IC 043 US 100 101 Restaurant; Restaurant and bar services; Restaurant and café services; Restaurant and catering services; Restaurant services; Restaurant services, including sit-down service of food and take-out restaurant services; Bar and restaurant services; Cafeteria and restaurant services; Café and restaurant services; Café-restaurants; Self-service restaurant services.
Register	PRINCIPAL
Serial Number	88342426
Filing Date	2019-03-15T00:00:00
Original Filing Basis	1a
Current Filing Basis	1a
Publication Date	2019-07-16
Registration Number	5872542
Date Registered	2019-10-01
Owner	(REGISTRANT) Bajeko Sekuwa LLC (LIMITED LIABILITY COMPANY; DELAWARE, USA); 4726 49th Street, apt 2E, Woodside, NEW YORK 11377, UNITED STATES
Type of Mark	SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Translation	The English translation of "Bajeko Sekuwa" in the mark is "Grandfather's Grill".
Disclaimer	"SEKUWA"

Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Dilli Raj Bhatta

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7001685

Big John's Tavern

Word Mark

BIG JOHN'S TAVERN

Goods/Services

IC 043 US 100 101

Bar and cocktail lounge services; Bar and restaurant services; Bar services; Bar services featuring beer, wine, spirits, whiskey, vodka, rum, gin; Bartending services; Beer garden services; Breakfast restaurants; Brewpub services; Brunch restaurants; Café; Café and restaurant services; Café-restaurants; Catering; Catering for the provision of food and beverages; Cocktail lounge buffets; Cocktail lounge services; Cocktail lounges; Cocktail parlor services; Fast casual restaurants; Fast casual restaurants featuring American food fare; Food preparation; Food preparation services featuring beef, fish, poultry, seafood; Hotel, restaurant and bar services; Providing banquet and social function facilities for special occasions; Providing of food and drink; Providing of food and drink for patients and guests; Providing of food and drink via Bar and Restaurant; Provision of food and drink in restaurants; Pubs; Reservation of restaurants; Restaurant; Restaurant and bar services; Restaurant and bar services, including restaurant carryout services; Restaurant and café services; Restaurant and catering services; Restaurant and hotel services; Restaurant services featuring Americana food fare; Restaurant services, including sit-down service of food and take-out restaurant services; Restaurant services, namely, providing of food and beverages for consumption on and off the premises; Restaurant, bar and catering services; Restaurants; Restaurants featuring home delivery; Serving beverages in brewpubs; Serving beverages in microbreweries; Serving food and drinks; Serving of food and drink/beverages; Wine bars.

Register

PRINCIPAL

Serial Number

90821400

Filing Date

2021-07-10T00:00:00

Original Filing Basis

1b

Current Filing Basis

1a

Publication Date

2022-05-10

Registration Number	7001685
Date Registered	2023-03-14
Owner	(REGISTRANT) Scotty Sheriff (INDIVIDUAL; USA); P.O. Box 1300, Charleston, SOUTH CAROLINA 29402, UNITED STATES
Type of Mark	SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Disclaimer	"TAVERN"
Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Gregory A. Marshall

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3872057

Baires Grill Restaurant

Word Mark	BAIRES GRILL
Goods/Services	IC 043 US 100 101 Bar and restaurant services; Cafe and restaurant services; Cafe-restaurants; Carry-out restaurants; Restaurant; Restaurant and bar services; Restaurant and cafe services; Restaurant and catering services; Restaurant services; Restaurant services featuring Argentinean cuisine; Restaurant, bar and catering services; Restaurants; Restaurants featuring home delivery.
Register	PRINCIPAL
Serial Number	77806288
Filing Date	2009-08-17T00:00:00
Original Filing Basis	1a
Current Filing Basis	1a
Publication Date	2010-08-24
Registration Number	3872057
Date Registered	2010-11-09
Owner	<ul style="list-style-type: none">• (REGISTRANT) Marcelo, Alberto F. (INDIVIDUAL; ARGENTINA); 1116 Lincoln Road, Miami Beach, FLORIDA 33139, UNITED STATES• (LAST LISTED OWNER) BAIRES INTELLECTUAL PROPERTY, LLC (LIMITED LIABILITY COMPANY; DELAWARE, USA); 1800 N Bayshore Dr, Apt 3002, MIAMI, FLORIDA 33132, UNITED STATES
Type of Mark	SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Disclaimer	"GRILL"
Live Dead Indicator	LIVE
Status	CONCURRENT USE PROCEEDING TERMINATED-GRANTED
Attorney of Record	Oliver A. Ruiz, Esq.

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5426790



Word Mark	BAMBOO RESTAURANT COLOMBIAN CUISINE
Goods/Services	IC 043 US 100 101 Food preparation; Restaurant; Restaurant and bar information services; Restaurant and bar services; Restaurant and bar services, including restaurant carryout services; Restaurant and café services; Restaurant and catering services; Restaurant and hotel services; Restaurant reservation services; Restaurant services; Restaurant services featuring sandwiches; Restaurant services, including sit-down service of food and take-out restaurant services; Restaurant services, namely, providing of food and beverages for consumption on and off the premises; Restaurant, bar and catering services; Bar and restaurant services; Cafeteria and restaurant services; Café and restaurant services; Hotel and restaurant services; Mobile restaurant services; Provision of food and drink in restaurants; Take-out restaurant services.
Register	PRINCIPAL
Serial Number	87546836
Filing Date	2017-07-28T00:00:00
Original Filing Basis	1a
Current Filing Basis	1a
Publication Date	2018-01-02
Registration Number	5426790
Date Registered	2018-03-20
Owner	(REGISTRANT) Corintios Inc. (CORPORATION; FLORIDA, USA); 15235 SW 31th Street, Miami, FLORIDA 33185, UNITED STATES
Type of Mark	SERVICE MARK
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Code 051304, 270304

Description of Mark

- The color(s) green and black is/are claimed as a feature of the mark.
- The mark consists of the word "BAMBOO" in a green stylized font with black stylization and outlining resembling bamboo stems above the word "RESTAURANT" in black stylized font which is above the words "COLOMBIAN CUISINE" in black stylized font, and these words are located next to a green bamboo stem with leaves with black stylization and outlining.

Disclaimer "RESTAURANT" AND "COLOMBIAN CUISINE"

Live Dead Indicator LIVE

Status SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

Attorney of Record Roberto E. Moran, Esq.

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6436974



Word Mark	BAROO
Goods/Services	IC 043 US 100 101 Restaurant; Restaurant and bar services; Restaurant and bar services, including restaurant carryout services; Restaurant and café services; Restaurant and catering services; Restaurant services; Restaurant services, including sit-down service of food and take-out restaurant services; Restaurant services, namely, providing of food and beverages for consumption on and off the premises; Take-out restaurant services.
Register	PRINCIPAL
Serial Number	88870513
Filing Date	2020-04-14T00:00:00
Original Filing Basis	1a
Current Filing Basis	1a
Publication Date	2021-05-18
Registration Number	6436974
Date Registered	2021-08-03
Owner	(REGISTRANT) Baroo LLC (LIMITED LIABILITY COMPANY; CALIFORNIA, USA); 3533 Madera Avenue, Los Angeles, CALIFORNIA 90039, UNITED STATES
Type of Mark	SERVICE MARK
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Code	110306, 261709

Description of Mark	<ul style="list-style-type: none">• Color is not claimed as a feature of the mark.• The mark consists of a calligraphic depiction of a bowl and the stylized word "baroo" underneath.
Translation	The English translation of "baroo" in the mark is the Korean word for "a bowl from which Buddhist monks eat in Korea".
Live Dead Indicator	LIVE
Status	REGISTERED

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6559985

Banana Brasil

Word Mark	BANANA BRASIL
Goods/Services	IC 043 US 100 101 Restaurants; Restaurant; Restaurant and bar services, including restaurant carryout services; Restaurant and café services; Restaurant and catering services; Restaurant services; Restaurant services featuring sandwiches; Restaurant services featuring south and central american cuisine; Restaurant services, including sit-down service of food and take-out restaurant services; Restaurant services, namely, providing of food and beverages for consumption on and off the premises; Restaurant, bar and catering services; Bar and restaurant services; Breakfast restaurants; Brunch restaurants; Cafeteria and restaurant services; Café and restaurant services; Café-restaurants; Fast casual restaurants; Fast casual restaurants featuring south and central american cuisine; Fast-food restaurant services; Fast-food restaurants; Fast-food restaurants and snackbars; Providing of food and drink via restaurants; Self service restaurants; Self-service restaurant services; Take-out restaurant services.
Register	PRINCIPAL
Serial Number	90438276
Filing Date	2020-12-31T00:00:00
Original Filing Basis	1a
Current Filing Basis	1a
Publication Date	2021-08-31
Registration Number	6559985
Date Registered	2021-11-16
Owner	(REGISTRANT) Coelho, Nilton (INDIVIDUAL; USA); 85 Riverford Road, Brookfield, CONNECTICUT 06804, UNITED STATES
Type of Mark	SERVICE MARK

Mark Drawing Code	(4) STANDARD CHARACTER MARK
Disclaimer	"BRASIL"
Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Joseph Coco

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cow¹ (kou)

n.

1. The mature female of cattle of the genus *Bos*.
2. The mature female of certain other large animals, such as elephants, moose, or whales.
3. A domesticated bovine of either sex or any age.

Idioms:

have a cow

Slang To become amazed, angered, or upset: *He had a cow when he saw the mess we made.*

till the cows come home *Informal*

For a very long time; indefinitely: *They could argue till the cows come home and still not reach an agreement.*

[Middle English *cou*, from Old English *cū*; see **g^wou-** in the **Appendix of Indo-European roots**.]

cow'y *adj.*

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cow² (kou)

tr.v. cowed, cow-ing, cows

To frighten or subdue with threats or a show of force. See Synonyms at **intimidate**.

[Probably of Scandinavian origin.]

cow'ed-ly (-id-lē) *adv.*

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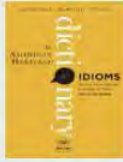
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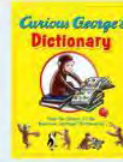
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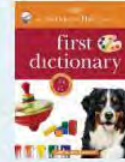
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ha·lal (hə-lāl') Islam

adj.

1. Of or being meat from animals slaughtered in the manner prescribed by the shari'a: *a halal butcher*; *a halal label*.
2. In accordance with or permitted under the shari'a.

n.

Halal meat.

[Arabic *ḥalāl*, legally permissible, from *ḥalla*, to undo, free, be permissible; see **hll** in the **Appendix of Semitic roots**.]

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Semitic Roots

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Definition

noun

verb

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COW ^{1 of 2} noun

^{ˈkɑʊ}

Synonyms of cow >

1 a : the mature female of cattle (genus *Bos*)

b : the mature female of various usually large animals (such as an elephant, whale, or moose)

2 : a domestic **bovine** animal regardless of sex or age

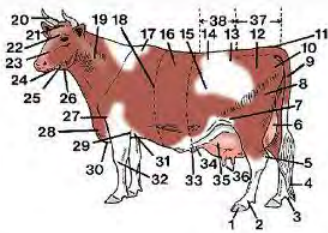
3 chiefly British, informal : a woman who is stupid or annoying

Liesel was on such a high that she felt indestructible. "I said," she beamed, "stupid cow," and she didn't have to wait a single moment for the teacher's hand to slap her.

—Markus Zusak

COWY ^{ˈkɑʊ-ē} adjective

Illustration of cow




1 hoof	2 pastern	3 dewclaw
4 switch	5 hock	6 rear udder
7 flank	8 thigh	9 tail
10 pinbone	11 tail head	12 thurl
13 hip	14 barrel	15 ribs
16 crops	17 withers	18 heart girth
19 neck	20 horn	21 poll
22 forehead	23 bridge of nose	24 muzzle
25 jaw	26 throat	27 point of shoulder
28 dewlap	29 point of elbow	30 brisket
31 chest floor	32 knee	33 milk well
34 milk vein	35 fore udder	36 teats
37 rump	38 loin	

COW ^{2 of 2} verb

cowed; cowing; cows

transitive verb

Quordle



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: to destroy the resolve or courage of

also : to bring to a state or an action by intimidation → used with *into*

... like too many Asian armies, adept at *cowing* a population into feeding them ...

— Edward Lansdale

cowedly ˈkaʊ(-ə)d-lē *adverb*

Synonyms


Verb

blackjack	bogart	browbeat
bulldoze	bully	bullyrag
hector	intimidate	strong-arm


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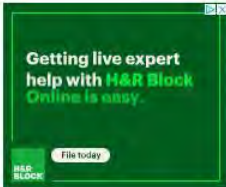
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halal adjective

hə-ˈlāl

- : sanctioned by Islamic law
especially: ritually fit for use
halal foods
- : selling or serving food ritually fit according to Islamic law
a halal restaurant



Examples of *halal* in a Sentence

Recent Examples on the Web

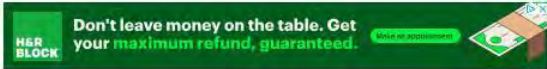
Khurram Shamim, who sells a *halal* Italian-beef sandwich at his restaurant, Slim's, is also hesitant to mess with tradition.
— *New York Times*, 27 Dec. 2021

In Urumqi, the regional capital, authorities have waged campaigns against *halal* dietary restrictions.
— *Nury Turkel, Time*, 8 June 2020

Al Madina Meat Market: This *halal* meat market doesn't stock pork, but it was well supplied with chicken, beef, lamb and goat.
— *Paul Stephen, ExpressNews.com*, 17 Mar. 2020

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These examples are programmatically compiled from various online sources to illustrate current usage of the word 'halal.' Any opinions expressed in the examples do not represent those of Merriam-Webster or its editors. Send us feedback about these examples.



Word History


Etymology

Arabic *ḥalāl* permissible




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First Known Use

1797, in the meaning defined at sense 1

Time Traveler

The first known use of *halal* was in 1797

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Dictionary Entries Near *halal*

halakic
halal
halala

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"Halal." Merriam-Webster.com Dictionary, Merriam-Webster, <https://www.merriam-webster.com/dictionary/halal>. Accessed 20 Feb. 2024.

Pedigree

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<https://www.merriam-webster.com/dictionary/halal>

Exhibit 13

Milk Fed Veal—Our True Specialty! When it comes to beef, nothing beats the quality experience of meat from milk-fed baby cows. We're pleased to offer you, tender veal/baby calf meat as part of our live beef market. We keep our veal farm calves on hand at all times to satisfy your veal cravings and desires.

10 Benefits of Quality Cow Beef

1. *Wide range of vitamins and minerals*
2. B12 vitamin (helps to keep your nerve & blood cells healthy)
3. B3 vitamin (helps to keep your nervous, digestive system, and skin healthy)
4. Zinc (helps immune system fight bacteria & viruses)
5. Has glutathione which helps protect every kind of cell in our body from cellular damage
6. High in protein, like amino acids —that helps our body repair and make bone, skin & cartilage
7. Helps prevent Iron deficiency anemia (beef liver contains the best source of iron)
8. Has carnosine — which helps boost the immune system and reduce inflammation
9. *Contains creatine, which assists in muscle growth and development.*
10. *Delicious and we have plenty of it!*

Read more about the great benefits of eating beef.

You can stop buying frozen and processed cow beef! You have the choice to have your beef or veal delivered by us from our farm to your table with a simple call-to-order process. We will be at your service, with our healthy and quality cow beef meats for sale. You'll be satisfied with us when you

source your Halal cow meat from Shepherd's Touch Farm!

Your Journey to Fresh Cow Beef Farm



1. Choose Your Animal

You can handpick your cow from our



2. Choose Your Preparation

Method



3. Choose Your Delivery

You may pick up the beef meat at our

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<https://www.shepherdstouchfarm.com/beef-veal-meat/>

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- (1) **[Read the Office action](#)**. This email is NOT the Office action.
- (2) **Respond to the Office action by the deadline** using the Trademark Electronic Application System (TEAS). Your response, or extension request, must be received by the USPTO on or before 11:59 p.m. **Eastern Time** of the last day of the response deadline. Otherwise, your application will be [abandoned](#). See the Office action itself regarding how to respond.
- (3) **Direct general questions** about using USPTO electronic forms, the USPTO [website](#), the application process, the status of your application, and whether there are outstanding deadlines to the [Trademark Assistance Center \(TAC\)](#).

After reading the Office action, address any question(s) regarding the specific content to the USPTO examining attorney identified in the Office action.

GENERAL GUIDANCE

- **[Check the status](#) of your application periodically** in the [Trademark Status & Document Retrieval \(TSDR\)](#) database to avoid missing critical deadlines.
- **[Update your correspondence email address](#)** to ensure you receive important USPTO notices about your application.
- **[Beware of trademark-related scams](#)**. Protect yourself from people and companies that may try to take financial advantage of you. Private companies may call you and pretend to be the USPTO or may send you communications that resemble official USPTO documents to trick you. We will never request your credit card number or social security number over the phone. Verify the correspondence originated from us by using your serial number in our database, [TSDR](#), to confirm that it appears under the “Documents” tab, or contact the [Trademark Assistance Center](#).
- **[Hiring a U.S.-licensed attorney](#)**. If you do not have an attorney and are not required to

have one under the trademark rules, we encourage you to hire a U.S.-licensed attorney specializing in trademark law to help guide you through the registration process. The USPTO examining attorney is not your attorney and cannot give you legal advice, but rather works for and represents the USPTO in trademark matters.